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DATE: July 9, 1997

TO: Suzanne LeVan

FROM: Michelle Anton/ Margot Waldman

RE: Analysis of Parliament May B2GA Hologram Lighter

Background:
In May 1997, Parliament offered a B2GA Hologram Lighter promotion in all Region 1 markets. The promotion was allocated to Urban and Suburban pack outlets with Parl share greater than or equal to .81 and higher than average Caucasian and Asian ethnicities. It included 866,560 deals (40/store), 75% blue, 25% green. Each deal included two revenue packs (one hologram, one regular revenue), one hologram lighter and one Party Zone VIP Card. The VIP card provided an 800# that consumers could call for market specific PZ times and locations and VIP card holders were entitled to a free gift upon presentation of card at any Party Zone.

Promotional POS was designed to communicate not only the free lighter offer but also a PZ tie-in. POS consisted of: 20 deal set sell display, poster and dangler. 100% Distributor assembly was recommended.

Summary:

• *Share Activity:* At the peak of the May promotion, Parliament's Region 1 share grew 0.18 points. The growth was driven primarily by B2GA Hologram Lighter promotion, as non-promoted packings remained stable throughout the same timeframe.

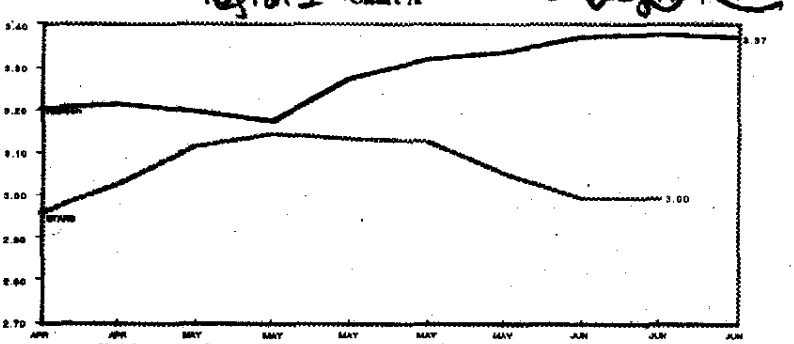
from X toy.

Key Findings

the chart

• As illustrated in Chart A below, STARS data reported positive share growth for Parliament in May. Week ending 4/19 Region 1 share was 2.96% (pre-promotional period). Share reached a high of 3.14% w/e 5/10/97, +0.18 points. This growth, primarily due to the brand's B2GA Hologram Lighter, was reflected in the Nielsen numbers beginning 4/10/97. Nielsen Share grew +.20 from 3.18 (w/e 5/10) to a high of 3.38 w/e 6/14.

Region I Paul Share CHART A Region I right?



Source: Nielsen & STARS weekly. 4wk moving data

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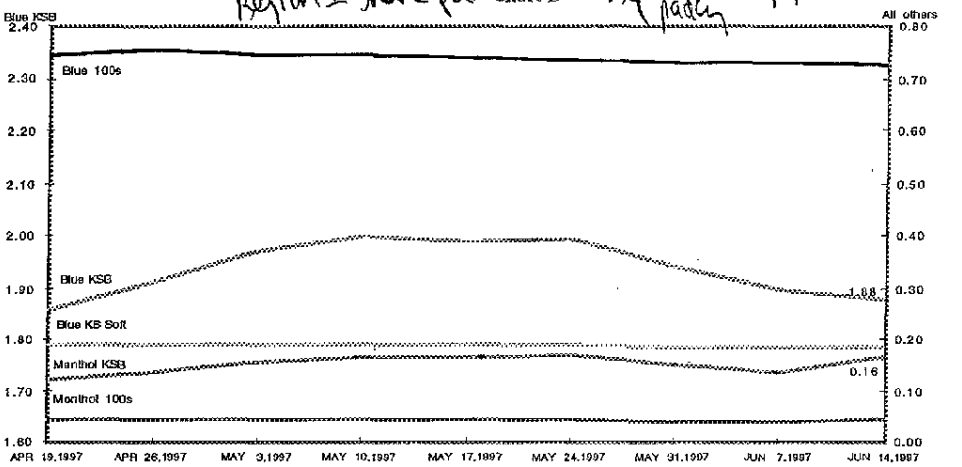
Source: https://www.industrydocuments.ucsf.edu/docs/ytln0004

Re chart Below

• Chart B measures growth of the promoted packings. Using STARS data, share activity for these packings is compared to non-promoted packings in Region 1 markets. At the peak of the promotion, blue KS Box share had increased +0.14 points to 2.0% (vs. 4/19 pre-promotional period) and green KS Box share had increased +0.05 to 0.17. Non-promoted packings remained stable during the same timeframe.

Region I share performance Chart B by pack



Source: STARS weekly, 4wm

• Elevated share on Parl. Kings box packings was maintained until w/e 5/24 when share began to decline. However, the promotional lift appeared to have a lasting effect, as both packings stabilized a couple of share points (+0.02) higher than the pre-promotional share. The small increase seen on menthol w/e 6/14 can probably be attributed to the June menthol B1G1F and will be discussed in the June analysis.

slightly

Penetration

• The May promotions audit shows Parliament achieving a cumulative penetration of 27%. Weekly penetration peaked at 14.7% in week three of the promotion (w/e 5/10). This is consistent with the STARS share lift peaking at w/e 5/10. Parliament's weekly penetration levels are 4.3%, 9.3%, 14.7%, 13.6%, and 13.4% for weeks one through five of the promotion.

Upcoming promotions:

• June Menthol B1G1F (NY, Bos, Philly)
• July 50¢ off 2 packs (Region I + Florida)
• November B2G1F w/ freezer mug bb (Region I + Florida)

vs a

~~or~~ ~~% based~~

~~or~~ total allocation

maximum penetration of 56%

Add:

~~Promo~~ utilization

kit

break out by section if relevant

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Source: https://www.industrydocuments.ucsf.edu/docs/ytln0004